



JOSEPH P. RILEY, JR.
MAYOR

City of Charleston
South Carolina

BARBARA W. VAUGHN
DIRECTOR
PUBLIC INFORMATION

FOR IMMEDIATE RELEASE: September 3, 2009

**City and Daniel Island Business Association Sponsor Third
"Weathering the Economic Storm" Business Workshop**

On Thursday, September 17th, Mayor Joseph P. Riley, Jr. and the City of Charleston Office of Business Services, together with the Daniel Island Business Association (DIBA) will host the third of a series of business workshops titled "Weathering the Economic Storm." The workshop series aims to provide members of the local business community with information, resources, and strategies to address some of the problems caused by the economic downturn. Each workshop is unique, with a panel of local professionals to present on specific issues. The topics covered in the series are direct responses to concerns that the Mayor and City staff have been hearing over the past year from local business owners, lenders, property owners, and other constituents.

"Small business is one of the backbones of our community's economy. Keeping these business owners up to date on business trends and providing tools which might be difficult for them to access on their own is a priority for the City of Charleston. We are maintaining our commitment to provide every possible resource and as much valuable information as possible during this economic downturn," said Mayor Riley.

The next event will be held on Thursday, September 17 from 8:15 to 10:30am at the Berkeley County Library (Daniel Island Branch) at 2301 Daniel Island Drive.

The workshop will consist of two panels. The first will cover business financing: where to find financing and how to work with your lender if you are having trouble meeting the terms of an existing loan. The three speakers on this panel are:

- Gary White – Wachovia/Wells Fargo
- Cindi Rourk – Charleston Local Development Corporation
- Samantha Workman – Wachovia/Wells Fargo

The second panel will discuss strategies for marketing on a tight budget, with topics including social networking, coop marketing, and web-based marketing. The speakers for this panel are:

- Susan Lucas – King Street Marketing Group
- Kira Perdue – Trevelino/Keller
- Colleen Troy – Touchpoint Communications

The short presentations will be followed by time for Q&A from the audience.

This event is free of charge. To participate, please RSVP to Alexis Gross in the Office of Business Services at grossa@ci.charleston.sc.us or 843-724-3796.

FOR MORE INFO:

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